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PHILIP MORRIS U. S. A.  
INTER-OFFICE CORRESPONDENCE  
RICHMOND, VIRGINIA

To: • Dr. M. Hausermann  
From: • C. C. Bright  
Subject: • CO and NO Deliveries of Philip Morris and Competitive Brands

Date: November 30, 1984

Attached is a copy of the subject report based upon cigarettes manufactured during July, 1984 through October, 1984.

The following new brands were introduced during this reporting period and are highlighted below:

Philip Morris

Merit 85 (Box) has been introduced nationally and delivers 11 mg CO and 0.24 mg NO which is similar to Merit 85 (Soft Pack).

Brown & Williamson

Barclay Ultra Lights 80 (Box), 85 and 100 mm cigarettes have been introduced in Wichita, Kansas and are similar in CO and NO deliveries to the Barclay 80 (Box) and 85 cigarettes currently on the market. The Barclay Ultra Lights 100 has higher CO (8 mg) and NO (0.22 mg) deliveries than the current Barclay 100 resulting from a lower ventilation (69%).

Brown & Williamson has introduced Eli Cutter 70 (NF), 80 (Box), and 85 (SP) cigarettes for test market in Sacramento, California and Denver, Colorado. These cigarettes deliver approximately 16 mg CO and 0.28 mg NO.

Brown & Williamson has also introduced St. James Court 85 and 100 (plain and menthol) cigarettes for test market in Portland, Oregon. The 85 mm cigarettes deliver 6 mg CO and 0.14 mg NO and the 100 mm cigarettes deliver 7 mg CO and 0.16 mg NO.

Lorillard

Lorillard has introduced Kent III 100 (Box) cigarettes nationally. These cigarettes are similar in deliveries (5 mg CO and 0.12 mg NO) to the Kent III 100 (SP).

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